

**Claim Amendments:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Currently amended) A prioritizing interface system comprising:  
a wireless-enable device comprising a housing component, a display and a user input mechanism, the housing component at least partially defining an internal cavity;  
a display engine located within the internal cavity and operable to initiate presentation of a menu comprising a plurality of selectable items displayed in respective menu positions, the menu further comprising a menu locator indicating a location of a current menu within a menu structure;

a metric engine communicatively coupled to the user input mechanism and located within the internal cavity, the metric engine operable to track at least one selection metric for at least one of the selectable items;

a priority engine communicatively coupled to the metric engine and located within the internal cavity, the priority engine operable to determine a prioritization level for the at least one selectable item, the prioritization level at least partially based on the at least one selection metric; and

a mapping engine communicatively coupled to the priority engine and located within the internal cavity, the mapping engine operable to modify an assigned menu position for the at least one selectable item in response to a changed prioritization level for the at least one selectable item.

2. (Original) The system of claim 1 further comprising a plurality of secondary selectable items displayable by the display engine in response to receipt of a user input identifying the at least one selectable item.

3. (Original) The system of claim 2, wherein the metric engine is further operable to track a selection metric for at least one of the plurality of secondary selectable items.

4. (Original) The system of claim 1, further comprising:  
a memory located within the internal cavity; and  
a data store resident on the memory, the data store comprising a template with fields representing assignable menu positions, at least one of the fields linked to the at least one selectable item.

5. (Original) The system of claim 4, wherein the mapping engine links the at least one selectable item to a different field to modify the assigned menu position for the at least one selectable item.

6. (Original) The system of claim 1, wherein the wireless-enabled device is selected from the group consisting of a cellular telephone, a cordless telephone, a notebook computer, an audio player, a video player, and a gaming device.

7. (Currently amended) The system of claim 1, further comprising:  
a memory located within the internal cavity;  
a plurality of secondary selectable items displayable by the display engine in response to receipt of a user input identifying the at least one selectable item;  
[[the] a primary template having fields representing assignable menu positions, at least one of the fields linked to the at least one selectable item, the at least one of the fields additionally linked to the secondary template;  
[[the]] a secondary template having fields representing dependent menu positions linked to the respective secondary selectable items; and  
a data store resident on the memory, the data store comprising the primary template and the secondary template.

8. (Original) The system of claim 7, wherein the mapping engine links the at least one selectable item to a different field of the primary template to modify the assigned menu position for the at least one selectable item.

9. (Original) The system of claim 1, further comprising a preset display template linking the plurality of selectable items to fixed menu positions.

10. (Currently amended) An interface prioritization method comprising:  
presenting a menu within a graphical user interface of a wireless-enabled device,  
the menu comprising an available menu option displayed in a menu location;  
receiving a user input selecting the available menu option;  
tracking a selection metric for the available menu option; [[and]]  
using the selection metric to determine an appropriate menu location for the  
available menu option;  
displaying the available menu option in the determined appropriate menu location  
if a metric-based menu display setting is selected; and  
displaying the available menu option in a preset menu location if a preset display  
setting is selected.

11. (Original) The method of claim 10, further comprising storing a presentation  
template in memory local to the wireless-enabled device, the presentation template  
comprising fields representing assignable menu positions, wherein a first field represents  
the menu location and a second field represents a modified location.

12. (Original) The method of claim 11, further comprising:  
removing a link associating the first field to the available menu option;  
linking the available menu option to the second field; and  
presenting a modified menu with the available menu option in the modified  
location.

13. (Original) The method of claim 10, wherein the menu further comprises an  
other available menu option displayed in a different menu location, further comprising:  
receiving a user input selecting the other menu option;  
tracking the selection metric for the other menu option; and  
using the selection metric for the other menu option to determine an appropriate  
menu location for the other menu option.

14. (Original) The method of claim 10, further comprising:

storing a presentation template in memory local to the wireless-enabled device, the presentation template comprising fields representing assignable menu positions, wherein a first field represents the menu location and a second field represents a modified location;

removing a link associating the first field to the available menu option;

linking the second field to the available menu option; and

additionally linking the second field to a secondary template having fields representing dependent menu positions linked to secondary selectable items depending upon the available menu option.

15 - 18. (Canceled)

19. (Currently amended) A computer-readable medium having computer-readable data operable to ~~initiate presentation of a menu comprising a plurality of selectable items displayed in respective menu positions, to~~ track at least one selection metric for at least one selectable item of a plurality of ~~[[the]]~~ selectable items, to determine a prioritization level for the at least one selectable item at least partially based on the at least one selection metric, ~~[[and]]~~ to modify an assigned menu position for the at least one selectable item in response to a changed prioritization level for the at least one selectable item, to store a user display preference setting, to display a menu including the at least one selected item in the assigned menu position when the user display preference setting includes a selection of a metrics-based display, and to display a menu including the at least one selected item in a preset menu position when the user display preference setting includes a selection of a preset display.

20. (Original) The computer-readable medium of claim 19, comprising additional computer-readable data operable to maintain a template with fields representing assignable menu positions, at least one of the fields linked to the at least one selectable item, and to link the at least one selectable item to a different field in order to modify the assigned menu position for the at least one selectable item.